

IN THE CLAIMS:

The following listing of claims will replace all prior versions, and listings, of the claims in the application:

1. (Previously presented) A method for transacting over a wide area network, comprising the steps of:

communicating with a network resource associated with a traffic generator account, wherein the network resource is interoperable with the wide area network and comprises a resource selected from computer hardware or computer software;

receiving state information about use of the network resource by network users;

debiting the traffic generator account a debit amount related to the state information;

receiving traffic over the network, wherein the traffic comprises requests originating from the network resource in response to use of the network resource by network users, the requests comprising a redirection code designating the traffic generator account;

determining a credit amount based on a measure of traffic volume with the redirection code; and

crediting the credit amount to the traffic generator account, and wherein the method facilitates a barter transaction in which at least a right to use the network resource is exchanged for at least a portion of the traffic.

2. (Previously presented) The method of Claim 1, further comprising providing the traffic generator account balance to a sponsor of the network resource.

3. (Previously presented) The method of Claim 1, further comprising redirecting over the network the requests that comprise the redirection code to at least one target designated by the sponsor.

4. (Previously presented) The method of Claim 1, further comprising causing the network resource to generate additional ones of the requests that comprise the redirection code when the traffic generator account balance is less than a predetermined value.

5. (Previously presented) The method of Claim 1, further comprising changing the state of the network resource as a function of the traffic generator account value.

6. (Previously presented) The method of Claim 1, wherein said receiving traffic step further comprises receiving the requests originating from the network resource comprising a web page displayed on a client device.

7. (Previously presented) The method of Claim 1, wherein said receiving step further comprises receiving said redirection code comprising a network address of an executable file.

8. (Previously presented) The method of Claim 1, wherein said determining step further comprises receiving traffic information from the sponsor.

9. (Previously presented) The method of Claim 1, wherein said receiving state information step further comprises receiving the state information about ones of a plurality of network resources, and debiting the traffic generator account an amount related to the state information pertaining to the ones of the plurality of network resources.

10. (Cancelled)

11. (Previously presented) The method of Claim 1, wherein said receiving state information step further comprises receiving the state information from a plurality of network-connected client devices each containing a copy of the network resource.

12 – 18. (Cancelled)

19. (Previously presented) The method of Claim 1, wherein the receiving traffic step further comprises receiving the traffic from the network resource, wherein the network resource comprises a network-connected server, and wherein the redirection code originates from links stored on the server.

20. (Previously presented) The method of Claim 1, wherein the receiving traffic step further comprises receiving the traffic from the network resource, wherein the network resource comprises software operating on a network-connected computer, and wherein the redirection code is automatically generated by the software without being requested by a user.

21. (Currently amended) The method of Claim 1, wherein ~~the network resource communicated with in the communicating step~~ comprises communicating with the network resource comprising application software installed on a web server, and wherein and originating information received in the second receiving step comprises receiving the traffic originating from the application software installed on a web server.

22. (Previously presented) The method of Claim 21, further comprising providing the application software configured to generate the requests originating from the network resource.

23. (Previously presented) The method of Claim 21, further comprising providing the application software configured to generate the requests, wherein the redirection code designates an executable program module configured to initiate redirecting of the requests.

24. (Previously presented) The method of Claim 21, further comprising providing the application software configured to generate the requests without selection of a link by a user.